'National Do Not Call' Registry

4615. SHRI B.K. HARIPRASAD: Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether the Telecom Regulatory Authority of India (TRAI) has issued norms mandating telecom operators to bar telephone calls from telemarketing companies to subscribers listed under a 'Do Not Call Register';

(b) if so, by when the norms are likely to be notified; and

(c) the nodal agency which has been chosen to maintain and operate the 'National Do Not Call' registry and the tariff for penalties/fines to be imposed on telecom companies for violation of the norms?

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD): (a) to (c) Telecom Regulatory Authority of India (TRAI) has released a draft regulation on 23rd April, 2007 for putting in place a mechanism called "National Do Not Call (NDNC) Registry" for curbing the unwanted telemarketing calls.

In the said regulation, provision has been made that the telemarketers would submit online the calling list to the NDNC registry where the list will be scrubbed by excluding the numbers listed in the registry and the scrubbed list will be online transferred back to the telemarketer for making calls.

TRAI has proposed to implement NDNC Registry through National Informatics Centre (NIC), Department of Information Technology, Government of India. To tackle the issue of violation of the Regulation, TRAI has provided for a special tariff to be levied from telemarketers on per call basis for the violated calls, which will be higher than the normal tariff. If telemarketer further violates the Regulation, provision has been made in the Regulation that the originating access provider shall disconnect the telephone of the telemarketer.